

## Every Non-Progressive Merchant Becomes Your Competitor When You Cease to Advertise

WHEN a merchant "slows up" in his advertising, and concludes to "save a little money" in that direction, then the merchant who never had the courage and foresight to advertise adequately BECOMES A REAL COMPETITOR. Even the merchant who never advertises at all reaps a certain amount of profit from the "slowing up" progess of the live store. Not many merchants, of course, who have at any time set the pace for progressive advertising, will be content to take a backward plunge into the company of the non-progressives, of the LITTLE MERCHANTS, the easily satisfied ones, the un-awakes! But that is just what the "Iive one" does when he imagines that his advertising is costing too much, and that its curtailment means saving. If business conditions ever suggest retrenchment in advertising, the wise merchant knows that this should be interpreted as a signal for "full speed ahead," for redoubled efforts to WIN the business that does not come so easily as usual.

## The Times Publishing Company 

Regular Reader not Downed by Smoke oil he, she or it called her a knocker.

We do, however, stand on comno | Editor Times:-- |  |
| :---: | :--- |
| Please give me space wheretn 1 | $\begin{array}{l}\text { ground when we try to boom Wichita }\end{array}$ |
| Falls althouth one uses flame and the |  | Please give me space wheretn 1

matls although one uses flame and the
might genty inform your correspond -
ent ent, "Wholly Smoke,", that 1 object to
being called a knocker. What I did KIRKPATRICK Quirs. was for the good of the paper. Can

 as of them-the friend who is all fire
tion conferred upon us by our populist
and no smioke. Friend Smoke Teveals
friends by naming the writer and no smioke. Friend Smoke reveals
deplorable denseness when he int mates that I wound try to discourage
the editor; evidently he has not dabbled in. newspapers as ong as we
have. I say "he" with caution tor our
friend may be eilher we think sounds like "It"" or tit-but 1 must pleads guke "to" the charge of
preferring an account of a pltche batlee be ween the Bronchos and and
Giants to a salad rective ant and majority of the readers will uphold me me entirer membership or leadership. Mod Chis even when Itconfess told being
Woman and one who desires to be women not bright enough to to turn the the
pages of the Times in search oever they are looking for? of that
they are not belng highly ed. Wire not being highly complitmentit. women can find whatever
they go after: the yoy go after: this has hind whaterer.
ize
proven. of course there is a possl.
bility, of our friend beeng of bilty, of our friend being of the possi-
nine gender also- sound 11 k it when
tre pity for the editor is passed around
However, as it is tirely harmless and we wilf continue to cleanse our home paper with a lit. he wholesome fire untll it comes out
pure gold and even the Dallas News shalt do obéisance unto it: We feel sure that when friend
Smoke was young and his, ther or tis

## JOSEPF A. KEMP, President

## City National Bank

CAPITAL $\$ 75,000.00$ Surplus and Undivided Profits $155,000.00$
 soy favor consititent with oound bookion. Cail and seo ut to. ot int WICHITA FALLS, TEXAS.


ZiedersTHN SHOP

Has Moved from old stand to former Baptist Church Building on Indiana Avenue where I am better prepared to serve my patrons. With better facilities for doing work I/endeavor to merit a continuance of patronage so liberally bestowed in the past.


Building Material
Corrugated Iron, Barbwire, Nailş, Etc.
lEI US FIGURE ON YOUR BILL

The Orient crossed Red river last Wednesday, and hace track laying in
Hardeman county has begun. Some time next month trains will be running Into Chillicothe.-Quanah Tribuner
Drop in and have a cup of corfee and hot blscuits at our store any day next week. win be glad:to see you if you KERR \& HURSH.

Williams' Barber Shop THE LEADING SIX CHAIR SHOP IN THE CITT

Don't Go to a Blacksmith to Get Your Hair Cut, ${ }^{3}$ But Come to the N. Texas Furniture \& Coffin Co. for Furniture


FOR SPECIAL OFFERINGS THIS WEEK Note the prices below

## Art Squares.




## "Dorothy Dodd" Shoes

Oin Nof Fall struts sac Ready b be sem

Nutt, Stevens and Hardeman

For 15 Days or While this Ad Runs We will make special price on all monumental work. Coutraciors nad widders, sils.ans. inteles, wainsoot, etc. If seeing is believing, investigate and be conviuced
Wichita Falls Marble Works Manufacturers of Anything in Mouumental or Building Work.

## Ornamental Sheet Metal

WORK OF EVERY DESCRIPTION. Roofing, Skylights, Ventilators, Guttering and first class Tin Work. repairing a specialty Wichita Falls Sheet Metal Works

[^0]

Robertson-Russell HARDWARE CO.


WE WILL CONTINUH oar business uhti Mr. Rock can dispose of Tif interest, and as he is
very anxious to get $q 1$ of the busines we will give the publict some rare bargail merchandise until such tims \&s the may be able to dis.
 and hope to peffect satisfactord $\begin{aligned} & \text { arrangements in } \\ & \text { niear future. At such time }\end{aligned}$ he firm will make change we ad

15 Salesladies Wanted-Apidetinesday Morning August Nineteenth.

## Rock\& Duke

Don't lose Your Building ontract Till you get our figures on bothCONCRETE OAD LUMEER

Reed-Brown \& Co.


## SCHOOL DAYS WILL SOON BE HERE!

AND EVERY GIRL AND BOY WILL WANT A NEW DRESS, SUIT, BONNET, HAT, SHOES OR SOMETHING NEW FOR THE FIRST DAY
P. H. Pennington Co. Has It, and Sells It FOR LESS!

## New Fall Sults.

For the little boys, the young boys and
Hus old boys. - styles to suit every taste nd prices-to suit every purse.
1.3 OFF ON ALL SUMMER SUITS!

## Men's Underwear

 $2 x 0$ sample shirts at genuine bargain25ices....................... 5 c to 40 c EN HATS TO FIT EVERY HEAD All men's and boy's Oxfords on sale
this week. 300 pairs new Fall Pants tor men and
B. ${ }^{\text {Boys................ }} \begin{aligned} & 25 \text { to } \$ 1.00 \\ & \text { Men's s.............. } \\ & 1.00 \text { to } 6.50\end{aligned}$
 School Dresses no pieces the best Amoskeag dress $121 / 2$
 Every slipper in the house on sale this week New Bordered Foulards that wash well. Barefoot Sandals for ladies,' misses and children, pair ................................65c LINEN NAPKINS for the girls and boye Who carry their lunch to school, eac ALL. LACE HOSIERY NOW ON SALE . Lace hosterk now on sale
EVERY PIECE OF LAWN AND EMBROIDERY WILL BE FOUND ON THE BARGAIN COUNTER THIS ENTIRE WEEK.

## P. .H. PENNINGTON CO.

## Consolidation Sale

will be continued for 30 days from August 10th, during which time prices on Furniture of any kind in our house will be slaughtered. Call and see and you will be convinced of what vie say

## W.F.Jourdan Furniture $\mathrm{Co}_{0}$

wichita falls, texas

## $=$ OUR GREAT $=$



## 5,000--PEOPLE--5,000

COMING TO WICHITA FALLS SATURDAY, AUGUST 22.


The most astounding and blazing brimstone exciting scene ever known to the eyes of mortal man. Watch for ourshow bill announcing date and place


## PURE FOODS MEAN SAFE FOODS

[^1]TRADE WITHUS ONE MONTH AND SEE IF WE DONTT MAKE GOOD

# TooMuch RainThis Year 

By Reason of the fact that we have had SO MUCH RAIN we have decided to put on our

# GREAT ANNUAL CLEARANCE SALE! 

A month earlier than usual, so beginning

## SATURDAY, JULY 25th, WE CUT OUR PROFITS OUT

and offer everything in the house at Close Out Prices.

Woolen Dress Goods All our 75 c and 65 c Woolen Dress Goods All our 85 c and $\$ 1.00$ Woolen Dress Goods All our $\$ 1.25$ and $\$ 1.50$ Woolen Dress Goods go at ................................... $\$ 100$ All Summer Skirts Go in This Sale.
$\$ 15.00$ values at $\$ 10.00$ values at $\$ 8.50$ values at $\$ 5.00$ values at

## White Goods

All our 10 c and 12.1-2c White Goods go All our 15 e and 171 -2c White Goods go All our 20 c and 25 c White Goods go at 15 c All our 65 c and 75 c Persian Lawns go
at
50c At our 85c to $\$ 1.00$ Persian Lawns go

Lace Curtains At Your Own Price.
1.50 and $\$ 1.25$ Shirts at . $\$ 10$

Som ePremium Dishes at a bargain.

## Silke.

All our $\$ 12$ and $\$ 15$ Silk Dress Patterns
go at
$\$ 8$
85 All our $\$ 3.50$ and $\$ 4.50$ Silk Waist PatAll our $\$ 1.25$ and $\$ 1.50$ yard-wide Black All our $\$ 1.25$ and $\$ 1.50$ yard-wide Black
and Colored Taffeta Silks go at ... $\$ 100$ A lot of Fancy Silks to close out at less than cost.
All Our Shirt Waists
Valued from $\$ 1.00$ to $\$ 5.00$ to close at
All our Colored Lawns go at cost.

Summer Foot Wear $\$ 4.00$ oxfords at $\quad$ :3 $\quad 00$ $\$ 3.50$ Oxfords at $\$ 3.00$ Oxfords at $\$ 2.50$ Oxfords at . $\$ 2.00$ Oxfords at $\$ 1.50$ Oxfords at $\$ 1.25$ and

Mens' and Boy's Straw Hats. At Half Price. A lot of Boys' Knee Pants to close at any old price.

Did You Ever Try a Cheese Sandwich?


NUU̇T, STEVENS \& HARDEMAN Wic̣hita Falls,' Texas. Phones 432 and 232
$\qquad$



## Hay Bailing Ties

The best way to save your hay and straw is to ball it. We haveJust recelved a large supply of Hay Tles in a car to Wichita Valls TEAM HARNESS AND BUGGY HARNESS We have received a new line of uptonow Harness, Collars, Bridies, Horse Covers, Fly Nets Etc.

JOB LOTS OF HORSE COLLARS To close out at loss than hactory coss. These are good collars, but VULCANITE ASPHALT ROOFING The best and cheapest Root to ase. Let us show you GUNNEY REFRIGERATORS A tew popular sict

QUICK MEAL GASOLINE STOVES Our line of Hardware is up to date. We want to show you

## KERR \& HURSH

## "All Sizes"

from the little feet up to the big ones can be warmly shod and precisely fitted at our always "up-to-
 date" shoe store.

## Show <br> us a Foot

we can't fit. It can't be done, as we fit every foot that comes

## BFainh inquam

PERSONAL MENTION


FOREIGN MISSION WORK
OF SOUTHERN B
c. Woulineas trip to Fort Worthis E. . Tombs, proprietor of the P ruoy hotel, was here on business to day. E. woolbright, a prominent bus today. gutreet stick at her home on Hollida Dr. P L Muler and tamily left it nermoon for Amarillo to visiti rel Mras. Clabe Burnett of Ringgold is is arterd a prominentst ctizen ot here today. Mra. C. M. Andrews and chlldren lef tew days v sititing triends. alleighoormoo, was among the loca Mrs. E. C. Gerber of Hollday, wai E. B. Stevens, of the firm of Nut Iouis to purchase stock. Heat Marcus, C. T. Coligin. Harrey today to attend a dance this evening
Messra. Fred R and A. B. Corntorth. wo business men from waco. were ${ }_{\text {Park }}$ mo Phenimi, Kuehn, a business man from
Henreta, was in the ely today, en
roate to roate to Randert, Oklahoma, to vis
Dim brother burnett, where he goes to hold a meet Mres in his own chureb. hase been vistling her son. F. H. Den
son, and tamily, of this ctly, returne the costorice, left this morning tor gum, and Rush Sprrings, Oklahoma. Mr and Mrs H. A Falrchild and Hib tue daughter, Roberta, left this. attee
noon tor Haskel. where they expec
to visit with triends tor a week a Gaisesiville, where he will play wit adiers' reunion, which convenes Miss Mathie Matheny of Roswel relatives and friends in this city, lef
this moining for Washburn, Texas where she will spend a few days with turaing home.


The follown BAPTISTS ry work of the Southern Baptust Con. work of the Southern Baptust Con ral m. Frys, pastor of of the matrat by Rev
ent . Frery, pastor of the First Baptisi
curen in this city, at the meeting of
Ce Red Fork he Red Fork Baptist Association at
Crowell tomorrow. It of ospectal in
erest to members of en hurch: The Southern Baptst Conventio was organized in the clty of Augusta, of its organization the convention had
had as and

Jects the preaching and support of the
kospel on forelgn soll. In China, Afrl es, Italy, Brazill, Mexico, Japan and Ar gentina the board's missionaries ar
found, 556 in all, 222 of these beln Ound, 556 in all, 222 of these belng

aissionaries, while the remalnder are | missionaries, while the remainder are |
| :--- |
| native workers: There are in all 229 |
| churches and |
| 167 ? | churches and 467 out-stations, and into

these churches there were baptize hese churches there were baptized
last year 2,174 converts. The total membership to conte numbers 14,179 .
The amount contribule The amount contributed by our this work last year was $\$ 402,328.16$
 cream. soda. You supply the girl and
we'll do the rest. If she is as swee and delictous
lucky man.
GET HER TO ASK FOR SODA of the flavor she is most fond of. W
have every kind she can think of an more besides. It's dotlars to doughnut
she says she never before tasted she says she never before tasted such
deliclous soda. Want any better re.

Quite a good deal is done through the
editorial department. This depart. editorial department. This, depart.
ment furnishes us our ilterature on the
ent subject. The Foreign Misslon Journal
is pubhshed for the excedingly small is pubhshed for the excedingly small
sum of 25 c a year, while thousands of
tracts are published and sent out traets are
the asking.
The educational department is comparatively a new feature in the foreign
board's work. It is the hope of this deboards work. It ts the hope of this de
partment to estabilish a mission study class or classes in every church and
Baptist school in the convention. SecBaptist school in the conventlon. See
retary Ray reported at the retary Ray reported at the last ses-
sion of the Southern Baptist Convension of the Southern Baptist Conven-
ton that there were then more than 500 such classes and in these there
were enrolled in the neighborhood of were enrolled in
6,000 students.
6,000 students.
This report
If it falled to say at least a word about the part that the women have had in this work. For twenty years the Wo-
mans Missionary Unlo heas ful to every interest of our Southern Zlon. During the past year the W. M. Training School was established in
Louisville, Ky., and while the bulldIng cost $\$ 20,500$ was the gift of the Sunday school board at Nash ville, Tendessee. Yet the women themselves
raised during the equipment, tuititon and permanen on dowment. And in addtion to this and
many other noble many other noble things that they
have done, they gave, through thetr missibnary soclettes one-ffth of all the money that was contributed to foreign
missions during missions during the year. All hall and
all honor to these falthful, loyal Bap. tist daughters of the South.
So much for the year that has pass ed into history. What about the year that lies before us? Brother pastors
you are the men that hold the keys to the situation. If you are intensely mis-
sionary yourselves, then your churches silill soon become misstonary also
will you sacrifice for missions, churches will do the same thing.
you pray earnestly to God that he w call some of. the best in your own
homes and in your own chutches another year will close without this as send to the foreign field.

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Your ice cream is always good when
``` it is made with Jello Iee Cream whow
der. Comes in packages Col der. Comes in packages at \(121 / \mathrm{c}\) c.
84.2 t
J. L. LEA JR. Come and see the great cookinn
wonder at our stofe all next week advertisement in this paper. KERR
\& HURSH. \(\frac{\text { HURSH. }}{\frac{8+1}{8}}\) "The Wichita Falls Route" The wichita Falls \& Northwestern R) Time Card Effective sept. 1st, 1908 To Frederick, DallyLeaves Wichita Fa
Arrive Fredertck. \(.6: 20 \mathrm{p} . \mathrm{m}\).
 Arrive Wichtta Falls.......12:30 ap m . m .
Wichita Falls ana Southern Wichita Falls anc
Leaves Wichita Falls Arrives Olney
Leaves Olney Leaves Olney .........
Arrives Wichita Falls
E. M. WINFREY

\section*{COMMENCING MONDAY 17TH} We Will Make Our Last Cut in Prices for the Present Season

About 35 Ladies' Hats on hand will be reduced ONE-HALF. Also will give

\section*{25 per cent Discount On all Low Shoes}
for one week only. All Wash Goods at one-half price. These prices are for CASH ONLY.

Yours to please,

\section*{W. E. Skeen}


SHOWY! YES, INDEED Showy, brillant and all that, bil
vulgar or flashy those beautiful
GENTS' SCARF PINS hat we call attention to. Your sear value while you yourself will comman greater respect with one of these pins
of ours. They are priced at figuren
\(\qquad\)
diS. 5 onville SEWELER


YOU NEED NOT
"Go Down to Mineral Wells to Drink Some Crazy Water"
When you can get it in wholesale, quantities at wholesale prices of M. Men

\footnotetext{
By Associat
st. Luois,
Hegt on the

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sophia Dun
and was
}```


[^0]:    Ward \& Young
    REAL ESTATE

[^1]:    They.bear the seal of Uncle Sam's approval. They mean good health for yourselt and your family. Preserves made from poor fruits are not Pure Food Products. The ingredients that make up, Pure Food Products must pass government inspection and, if inferior, are rejected. The "Beat": foods minus the Pure Food label cannot pass muster; they are in?mical to good health-they exist in defiance of the most humane law ever passed. Our store is founded on a Pure Food basis. We honestly believe that there is not a store in town run on such-conscientious, painstaking, straightfoward principles as

